

Finding a Wake Up In the Morning Problem Problems People Are Willing to Pay to Get Solved

Wake Up In The Morning Problem Exercise:

1. What solution are you providing?

- i. Psych K – Clears sub-conscious beliefs that are blocking you
- ii. Workout Videos – Helps you work out consistently at home and get into shape
- iii. Relationship Coach – Helps you find love

2. What problem do they have? Re-frame the solution as a problem

For Example:

- i. Psych K – my clients are stuck because they are blocked by sub-conscious beliefs that are not helping them move forward
- ii. Workout Videos – my clients cannot find a way to work out consistently at home and get into shape
- iii. Relationship Coach – my clients can't find love

3. Now what are the wake up in the morning problems? What are your clients actually saying to themselves?

For Example:

- i. Psych K:**
 - 1. I keep procrastinating
 - 2. I just can't seem to get things done
 - 3. Everyone else can do it, but I can't

- ii. Workout Videos:**
 - 1. I don't have time to work out
 - 2. I don't work out consistently
 - 3. I can't get to the gym
 - 4. Working out isn't working for me

iii. Relationship Coach:

1. I hate being the 3rd wheel all the time
2. I hate being alone
3. I just wish I could find someone
4. Dating isn't my thing, but I don't want to be alone
5. My biological clock is ticking and I'm so scared

1. What Solution are you providing?

2. What problem do they have that you are solving?

3. What are the 'wake-up in the morning' problems?